



**CITY OF LODI  
COUNCIL COMMUNICATION**

**AGENDA TITLE:** Approve Special Transit Fares for the Pink October Fashion Show in Accordance with Transit Fare Policy

**MEETING DATE:** September 6, 2006

**PREPARED BY:** Public Works Director

**RECOMMENDED ACTION:** That the City Council approve special transit fares for the Pink October Fashion Show in accordance with the Transit Fare Policy.

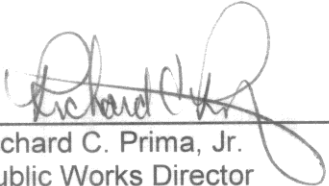
**BACKGROUND INFORMATION:** At the October 20, 2004 City Council Meeting, transit fares for both Dial-A-Ride and Fixed Route were adopted effective January 1, 2005. In addition to the fare increase, the City Council allowed for contract pricing to non-profit organizations who administer transit grant programs at a rate not to be reduced by more than 50% and subject to approval by City Council on a case-by-case basis.

Staff has been approached by the sponsors of the local Pink October program to inquire if reduced rates may be available. The fashion show consists of 21 cancer survivors who will model at an event promoting cancer awareness and celebrating survivors. Staff has been requested to provide transportation from Wine and Roses Country Inn to Downtown to deliver the models to a beauty salon to prepare.

Staff is recommending that the City Council authorize the transit services at the 2004 rates: \$2 for Dial-A-Ride.

**FISCAL IMPACT:** The reduced fares will limit the amount of revenue the transit system receives for this service. The amount can be accommodated with the Transit fund. The reduction in fares would amount to a loss of \$63 in revenue.

**FUNDING AVAILABLE:** None required.

  
Richard C. Prima, Jr.  
Public Works Director

Prepared by Tiffani M. Fink, Transportation Manager

RCP/TMF/pmf

cc: Finance Director  
Transportation Manager

**APPROVED:**   
Blair King, City Manager